

GUEST COMMENT PROCEDURES

GOAL:

As an organization dedicated to quality service, Guest Comments, both positive and negative, are an intricate part of the process by which Link Transit (Link) can evaluate its service and the performance of its employees. It is the goal of Link to maintain a process, which addresses the needs and concerns of the public, our employees, and the overall mission of the organization.

SECTION I. INTAKE PROCEDURE:

Comments are received most often by a telephone call, a Comment Card or personal letter, and at times, by email or in person. While Guest Services is normally the first to receive these comments, there are times when a Guest will call or write directly to a specific department. While any department can receive Guest Comments, it is essential we all follow a common procedure to ensure effective handling and recording of the information.

Comments Received by the Guest Services Department:

Comments Received by Phone or In Person

1. Complete a Guest Comment Form (GCF) (*see Section II*)
2. Make every effort to resolve the issue at that time. If further research is necessary, inform the Guest that we will investigate the comment and contact them as soon as possible.
3. If a caller insists upon talking with a supervisor instead of allowing the Guest Services Representative (GSR) to record the information, the following process should be observed:
 - a. Transfer to a Supervisor or the Manager of the department affected by the comment. Brief the Supervisor or Manager on the nature and details of the call before transferring.
 - b. If a Supervisor or Manager is not available, the GSR will again offer to take a written comment. If the caller is unwilling to do so, the GSR will offer to take a name and telephone number and ask the Supervisor or Manager to call the Guest later. This information should be recorded on a GCF and then forwarded to the Supervisor or Manager for handling.

Comments Received by Mail, Email, Fax

1. Complete Section I of a Guest Comment Form (*see Section II*)
2. Attach the Letter, Email or Fax.

Comments Received by Departments other than Guest Services.

(If possible, callers should be referred to Guest Services to record the details of the incident)

Comments Received by Phone or In Person

1. Complete a Guest Comment Form (*see Section II*)
2. Make every effort to resolve the issue at that time. If further research is necessary, inform the Guest that we will investigate the comment and contact them as soon as possible.
3. If a caller insists upon talking with a Supervisor instead of employee receiving the call, the following process should be observed:

- a. Transfer to a Supervisor or the Manager of the department affected by the comment. Brief the Supervisor or Manager on the nature and details of the call before transferring.
- b. If a Supervisor or Manager is not available, the employee will again offer to take a written comment. If the caller is unwilling to do so, the employee will offer to take a name and telephone number and ask the Supervisor or Manager to call the Guest later.

Comments Received by Mail, Email, Fax

1. Complete Section I of a Guest Comment Form (*see Section II*)
2. Attach the Letter, Email or Fax.

SECTION II. COMPLETING A GUEST COMMENT FORM (GCF)

In order to insure clarity and objectivity, the following guidelines should be used when recording a Guest Comment Form (GCF) *Attachment A*

1. Record the details just as the Guest relates them. Include all the information the Guest gives about the incident. While some of the information may not seem important, it may prove helpful to the investigation. There are times when an employee taking the comment can, and sometimes should, express sympathy and understanding of the caller's problem, **BUT IN NO CASE SHOULD POSSIBLE GUILT OR LIABILITY ON THE PART OF LINK BE INSINUATED.** Remember that the caller is relating only one side of the story. Employees must refrain from adding their own comments or feelings to the GCF.
2. Obtain as much information as possible regarding the route or bus number, location, direction, date and incident time of incident and name or description of driver. This may require careful questioning of the caller. If guest is reluctant or cannot recall details, it should be noted on the GCF.
3. Should a guest report an incident that requires immediate attention, the GCF should be filled out in the normal manner. However, the department to which the comment pertains will be contacted immediately, either by fax, phone or in person, to begin investigation. Examples of these situations include:
 - ◆ Any unsafe situation involving Link service, equipment or property
 - ◆ Any employee not in control of their behavior, due to possible intoxication, use of drugs or illness.
 - ◆ Any accusation of an act of violence or imprudent behavior.
4. Each GCF should have the person reporting the comments' name and mailing address. Reassure the caller that this information is confidential and is only used for the purpose of validating the report. (Phone numbers are optional) If they refuse or cannot give this information, it should be noted in the space provide. This comment will be considered anonymous or FYI.

Explain to the caller, that in order to validate the Guest Comment, we must send them a written acknowledgement of the incident reported. Without validation, while the comment will be forward to the appropriate department, no formal action will be taken.

5. If a comment is made by a third party (someone who was not involved or witness to the incident), the employee should try to obtain the name and mailing address of the person to whom the caller is

referring. If this information cannot be obtained, the comment will be considered anonymous/FYI and will be processed as described in #4 above.

III. COMMENT PROCESSING:

All Comments received by other departments need to be processed through Guest Services to be assigned an Individual Tracking Code for investigation and statistical purposes.

RECEIVED BY GUEST SERVICES:

Once a GCF is completed, they are assigned an Individual Tracking Code (*Attachment B*). Every effort will be made to deliver the Comment to the appropriate department no later than the beginning of the next business day.

If the Comment is about a specific Operator, an initial determination of which Operator is involved (based on the information given) will be made by researching the Locate Sheet and/or Bus Assignment Sheet. The Operators immediate Supervisor should also be noted. The GCF will then be faxed to the Operations Administrative Assistant for distribution.

Investigations and/or follow-ups must be completed and returned to Guest Services within 5 business days from the original date of receipt of the Comment.

RECEIVED BY OTHER DEPARTMENTS:

Once a Guest Comment Form is complete, they are assigned and Individual Tracking Code. Guest Comment Forms recorded by anyone other than the General Manager or Department Manager should be faxed to Guest Services for processing.

The General Manager or Department Manger, at their discretion, may choose to investigate a Comment directly. In this case, they should take the following steps:

1. Complete a Guest Comment Form (*see Section II*)
2. Call Guest Services for an Individual Tracking Code.
3. Fax a copy of the Guest Comment Form (and attachments, if any) with the Individual Tracking Code to Guest Services.
4. **Investigations and/or follow-ups must be completed and returned to Guest Services within 5 business days from the original date of receipt of the Comment.**

IV. COMPLETING THE PROCESS

The initial Comment, regardless of its source, is thoroughly documented on a Guest Comment Form, coded for tracking, and appropriately routed for investigation or follow-up action.

Comments resolved to the satisfaction of the caller at the time of the call will be documented for statistical record-keeping purposes.

In order to maintain accurate files, it is best to respond by letter, to the extent possible. A written response to the Guest will be mailed within 7 working days from the original date of receipt of the

Comment. Guest Services can prepare a response letter based on the information you provide or you may prepare your own. Attach a copy of your response to the Guest Comment Form and return it to Guest Services for filing.

V. STATISTICS

The situations below will be counted as One Comment:

1. Two or more Comments from two or more passengers received on the SAME day for the SAME incident.
2. Two or more Comments from two or more passengers received on DIFFERENT days for the SAME incident.
3. One Comment from one passenger citing several problems in one ride.

Routing and Scheduling Comments:

Two or more Comments regarding the same routing or scheduling issue from two or more people will be counted individually.